US Army Recruiting Command

ARMY STRONG.

Virtual Recruiting Center

Virtual Recruiting Center Mission

The Virtual Recruiting & Social Media Center (VRC) is a 21st Century capability purposed to enhance the recruiting efforts of the United States Army Recruiting Command and adjacent commands as required through the employment of virtual information technologies. The VRC also manages web based collaborative platforms and leverages multiple social media activities to support USARECs prospecting, processing, Future Soldier and Family requirements.

Virtual Recruiting Center

- **Army Career Explorer**
  - o **E-Processing**
- **www.goarmy.com**
  - ➢ **On-line explanation of qualifications, options & benefits**
- **Special Mission Support**
  - ➢ **Linguist Recruiting, Medical, Chaplain & Officer**
- **Lead Refinement Center**

- **www.futuresoldiers.com**
  - ➢ **Future Soldier/Family Support**
  - ➢ **Chat and forums**
  - ➢ **Telephonic Contact for retention**

- **Social Media for Recruiting**
  - ➢ **Site Trend Analysis**
  - ➢ **Evaluation of platforms**
  - ➢ **Mission focused – Middle Eastern languages, Future Soldiers and families only**

Army Career Explorer (ACE)

Features

➢ Web-based job search and applicant self-processing tool available through Goarmy.com

➢ Supports RA and AR NPS Enlisted Missions

➢ Uses WebCAST predicted or actual ASVAB score for real-time job search against REQUEST

➢ MOS descriptions and basic qualification information provided & job compare feature

➢ Prospects can input information to begin enlistment process

Benefits

➢ Gets information to prospects that may be hesitant to talk to a recruiter initially

➢ Target market is online with schooling and banking

➢ More effective than "cold calling" prospects are assisted virtually with pre-qualification and application completion from central location

➢ Qualified applicants and packets are sent to local Recruiting Center to complete enlistment

➢ Not designed to replace recruiters – youth still want to deal face-to-face eventually

CAREERS & JOBS

ARMY CAREER EXPLORER

DISCOVER A STRONGER FUTURE

Curious about what jobs fit your qualifications and want to find out before you talk to a recruiter? We can help you. The Army Career Explorer shows if you qualify for Army jobs that match your interests and abilities. We keep all of your information private until you choose to release it to an Army recruiter.

HOW IT WORKS

This tool matches your interests with jobs based on your ASVAB score or other factors. It can show you positions available in both the Army and the Army Reserve. Here are the steps you'll need to take in order to use the Army Career Explorer.

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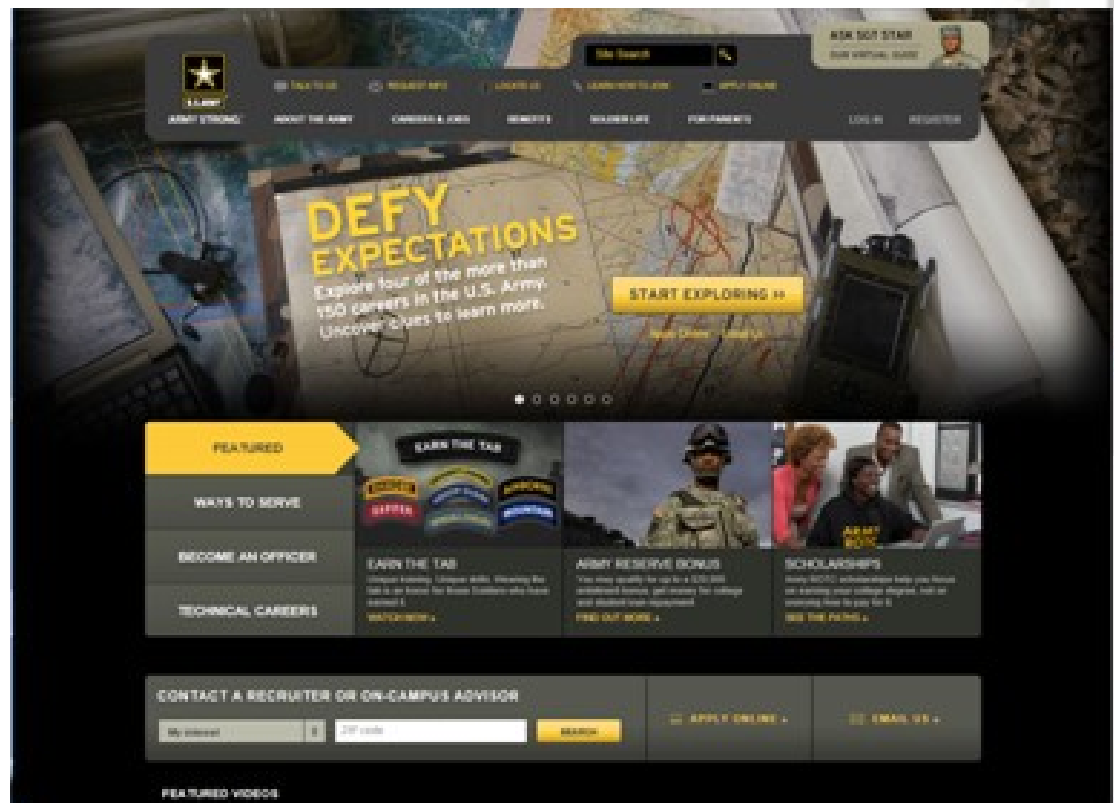# www.goarmy.com

Talk to Us :
 Emails with contact information and questions

Request Info:
Creates a lead and is sent email from agency

Apply Online
Redirects to Army Career Explorer

Army Career Explorer
 Can test and see available Jobs/MOS on live system and Apply on Line

Information covers all recruiting missions Enlisted and Officer programs.

www.futuresoldiers.com

Public facing

Future Soldier and
Family training; chat rooms,
and forums require login
to participate*

Provides a thorough
Orientation for new Future
Soldiers and family members

One stop for everything Future
Soldiers and family need to
prepare for transition into the Army

* VRC responsible to operate chat rooms, forums and validate family members

Social Media Operations

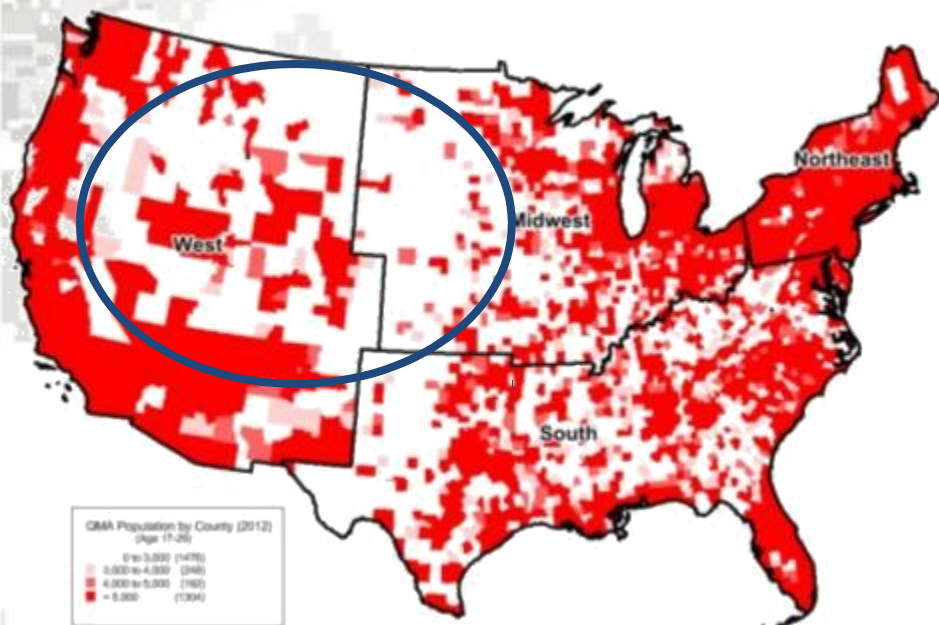Operational Responsibility to Maintain w/ G7/9 Oversight

The U.S. Army

Future Solder Center

Future Soldier Family

GoArmy

09L Translator

Oversight * Only

- Does not post content, responds to Recruiting Questions only

USAREC

The U.S. Army

AMEDD

Virtual Recruiting Center

Lead Refinement

GoArmy.com Email

Future Soldier & Family

Social Media

ACE

Many inputs...
Need one record

Apply On Line

Establishing a virtual interactive Presence

Where we need to be

Population

Where we are

- Regional differences are <u>real</u>
  - Local environment
  - Political attitudes
- Regional differences <u>change</u>

# of Personnel	# of Counties
> 150	2
60 - 149	25
20 - 59	53
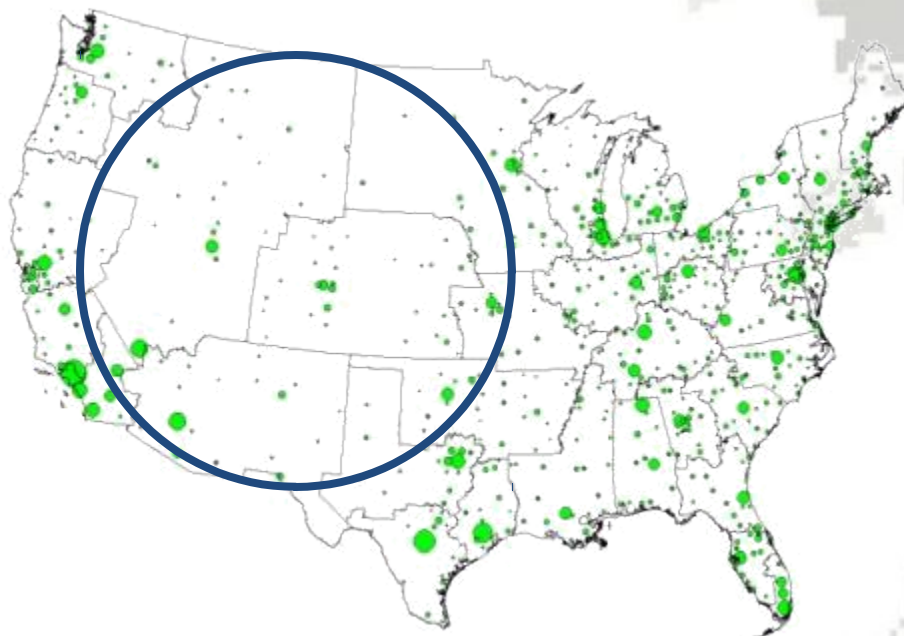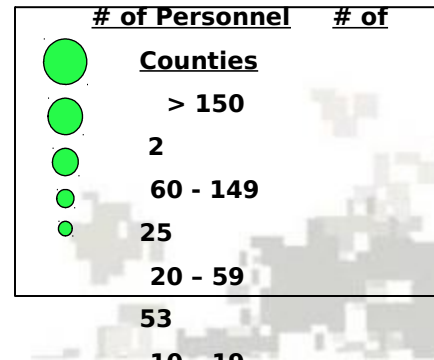
US Army Recruiting Command
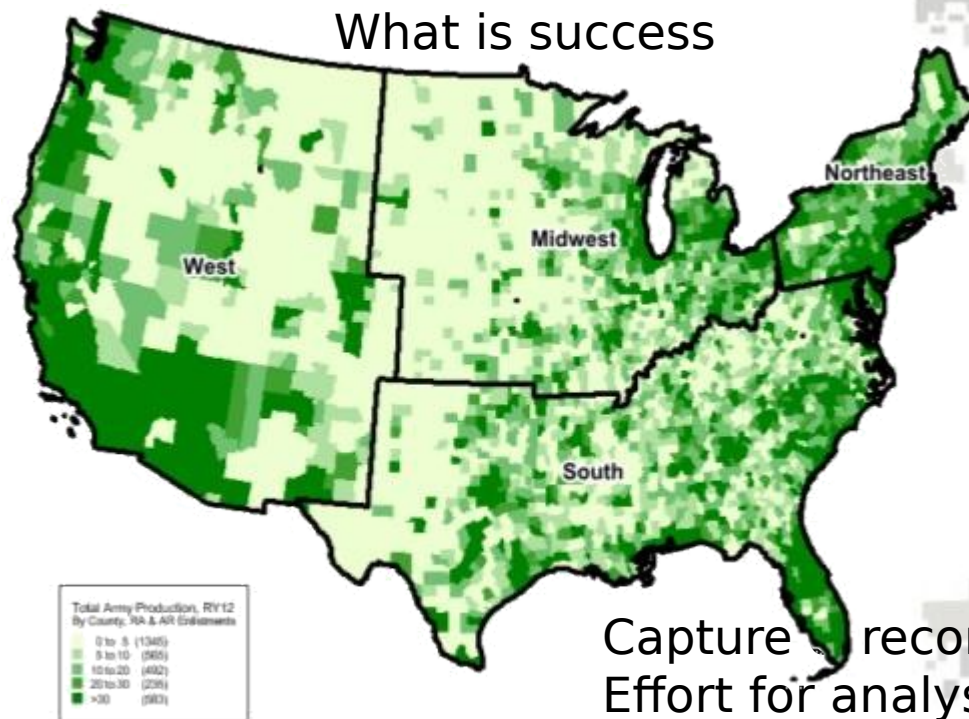## G3 Operations

Questions

Virtual Recruiting Center

Message to Prior Svc

What is interesting/intriguing geographically

What is success

Capture record
Effort for analysis

Messaging requires
Analytics - Did it work?

Market Segmentation

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